



WLEX
1065 Russell Cave Road
Lexington, KY 40505
(859) 259-1818

CONTRACT

<u>Contract / Revision</u> 703967 /		<u>Alt Order #</u>
<u>Advertiser</u> McConnell/Republican/Senate		<u>Original Date / Revision</u> 05/07/20 / 05/07/20
<u>Contract Dates</u> 05/08/20 - 05/14/20	<u>Estimate #</u> 7800	
<u>Product</u> 629-MMCCO		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLEX	<u>Account Executive</u> Sara Milner	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agency Code</u> TV12736	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114716	<u>Advertiser Ref</u> 220902	

And:

Mentzer Media
210 West Pennsylvania Ave
Suite 250
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLEX	05/08/20	05/14/20	LEX18 News Sunrise 430am	430-5am		:30			NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	-111---	3			\$10.00				
N 2	WLEX	05/08/20	05/14/20	LEX18 News Sunrise 430am	430-5am		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	----1--	1			\$25.00				
N 3	WLEX	05/08/20	05/14/20	LEX18 News Sunrise 5am	5-6am		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	1-11---	3			\$50.00				
N 4	WLEX	05/08/20	05/14/20	LEX18 News Sunrise 6am	6-7am		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	1111---	4			\$150.00				
N 5	WLEX	05/08/20	05/14/20	LEX18 News Sunrise 6am	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	----1--	1			\$350.00				
N 6	WLEX	05/08/20	05/14/20	M-F 7-8am Today Show	7-8am		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	1-11---	3			\$250.00				
N 7	WLEX	05/08/20	05/14/20	M-F 8-9am Today Show	8-9AM		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	1111---	4			\$250.00				
N 8	WLEX	05/08/20	05/14/20	M-F 9-10am Today II	9-10am		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	1-1----	2			\$130.00				
N 9	WLEX	05/08/20	05/14/20	M-F 9-10am Today II	9-10am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	----1--	1			\$150.00				
N 10	WLEX	05/08/20	05/14/20	M-F 10-11am Today III	10-11am		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/08/20	05/14/20	11-----	2			\$100.00				
N 11	WLEX	05/08/20	05/14/20	M-F 10-11am Today III	10-11am		:30			NM	1	\$150.00

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<u>Advertiser</u> McConnell/Republican/Senate		<u>Original Date / Revision</u> 05/07/20 / 05/07/20
<u>Contract Dates</u> 05/08/20 - 05/14/20	<u>Product</u> 629-MMCCO	<u>Estimate #</u> 7800

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$150.00			
N 12	WLEX	05/08/20	05/14/20	M-F 11am-12pm	11am-12pm		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	111----				3	\$75.00			
N 13	WLEX	05/08/20	05/14/20	LEX18 News at Noon	12-1230pm		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	11-1---				3	\$125.00			
N 14	WLEX	05/08/20	05/14/20	LEX18 News at Noon	12-1230pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$150.00			
N 15	WLEX	05/08/20	05/14/20	M-F 3-4pm	3-4pm		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	11-1---				3	\$50.00			
N 16	WLEX	05/08/20	05/14/20	LEX18 News at 4pm	4-430pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-11---				3	\$100.00			
N 17	WLEX	05/08/20	05/14/20	M-F 430-5pm	430-5pm		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	111----				3	\$150.00			
N 18	WLEX	05/08/20	05/14/20	LEX18 News at 530pm	530-6pm		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1111---				4	\$150.00			
N 19	WLEX	05/08/20	05/14/20	LEX18 News at 6pm	6-630pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-11---				3	\$200.00			
N 20	WLEX	05/08/20	05/14/20	LEX18 News at 6pm	6-630pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$450.00			
N 21	WLEX	05/08/20	05/14/20	M-F NBC Nightly News	630-7pm		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-11---				3	\$475.00			
N 22	WLEX	05/08/20	05/14/20	LEX18 News at 7pm	7-730pm		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-11---				3	\$250.00			
N 23	WLEX	05/08/20	05/14/20	LEX18 News at 7pm	7-730pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$350.00			
N 24	WLEX	05/08/20	05/14/20	M-F 730-8pm	730-8pm		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-1----				2	\$150.00			
N 25	WLEX	05/08/20	05/14/20	M-F 730-8pm	730-8pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$300.00			
N 26	WLEX	05/08/20	05/14/20	8-10pm The Voice	8-10pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-----				1	\$450.00			
N 27	WLEX	05/08/20	05/14/20	LEX18 M-F Late News	11-1135pm		:30			NM	3	\$225.00

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Week:		05/08/20	05/14/20	-111---				3	\$75.00			
N 28	WLEX	05/08/20	05/14/20	LEX18 M-F Late News	11-1135pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$200.00			
N 29	WLEX	05/08/20	05/14/20	Tonight Show	1135pm-1237a		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	11-1---				3	\$75.00			
N 30	WLEX	05/08/20	05/14/20	Late Night	1237-137am		:30			NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	1-11---				3	\$25.00			
N 31	WLEX	05/08/20	05/14/20	Late Night	1237-137am		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	----1--				1	\$50.00			
N 32	WLEX	05/08/20	05/14/20	Tuesday Prime B	9-10pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-1-----				1	\$200.00			
N 33	WLEX	05/08/20	05/14/20	Wednesday Prime A	8-9pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	--1----				1	\$300.00			
N 34	WLEX	05/08/20	05/14/20	Wednesday Prime B	9-10pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	--1----				1	\$300.00			
N 35	WLEX	05/08/20	05/14/20	Thursday Prime C	10-11pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	---1---				1	\$100.00			
N 36	WLEX	05/08/20	05/14/20	SA Today Show	7-830am		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1-				1	\$80.00			
N 37	WLEX	05/08/20	05/14/20	LEX18 News at 6pm SAT	6-630pm		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1-				1	\$75.00			
N 38	WLEX	05/08/20	05/14/20	LEX18 News at 11pm SAT	11-1130pm		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1-				1	\$50.00			
N 39	WLEX	05/08/20	05/14/20	LEX18 News Sunrise SU 9am	9-10am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1				1	\$75.00			
N 40	WLEX	05/08/20	05/14/20	LEX18 News at 6pm SUN	6-630pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1				1	\$100.00			
N 41	WLEX	05/08/20	05/14/20	Sunday 7-9pm	7-9pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1				1	\$100.00			
N 42	WLEX	05/08/20	05/14/20	Sunday Prime Special	7-11pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/08/20	05/14/20	-----1				1	\$150.00			
N 43	WLEX	05/08/20	05/14/20	LEX18 News at 11pm SUN	11-1135pm		:30			NM	1	\$50.00

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Week:		05/08/20	05/14/20	-----1				1	\$50.00			
Totals											83	\$12,895.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/27/20 - 05/14/20	83	\$12,895.00	(\$1,934.25)	\$10,960.75
Totals	83	\$12,895.00	(\$1,934.25)	\$10,960.75

Signature: _____ **Date:** _____

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